

## ABSTRACT

A system capable of seamlessly integrating Internet messaging services with an “affiliate” Web site in which authentication and registration of each user takes place between Web servers, without the need for additional logon sequences with additional usernames and passwords, and is not detectable to the user. The messenger system also provides for customization of the messenger interface in a manner that helps to generate an appearance that is consistent with that of the affiliate site’s. Additional customization features are also available such as ad frame space and language selection.